

METRO EAST (Region #6) CONTEST RULES AND REGULATIONS You Ride, You Decide It's a Matter of CHOICE!

OVERVIEW

The Metro East “**You Ride, You Decide/It’s a Matter of CHOICE!**” competition, presented by the CHOICE coalition and Southwestern Illinois College (hereinafter collectively referred to as “presenters”), is funded by the Illinois Department of Transportation. It is a high school campus outreach program designed to dissuade teens from drinking and driving, from riding with a drinking driver, cell phone usage, and distraction driving during the winter dance/holiday season. High schools in the Metro East area may enter the contest by selecting a team of students to create and implement the outreach program at their school.

ELIGIBILITY

The contest is open to the high schools located in the Metro East who applied for Operation Teen Safe Driving and met the OTSD grant application deadline of October 1, 2010.

Employees, directors and officers of CHOICE, SWIC and IDOT and their supporting advertising and promotional agencies, as well as family members of any of the foregoing, are not eligible to participate on behalf of any school. Contest team members must be above the age of 13 and currently enrolled and attending classes in the high school they are representing.

TO ENTER and receive regional mini grant:

1. Each school **must complete an application form to Illinois Operation Teen Safe Driver** with the Illinois Department of Transportation and have it on file in the office of Marianne F. Hankins, Division of Traffic Safety, 1340 N. 9th Street, Springfield, IL 62702, 217-782-9641, fax: 217-557-5937 by **October 1, 2010**.
2. Each school (team) **must:**
 - (1.) **Sign an acceptance letter for You Ride, You Decide/It’s a Matter of Choice!** indicating its intention to enter the contest by **November 1, 2010**. Only one team per school is permitted.
 - (2.) **Administer the “Pre-Viewing” questionnaires** to at least 30 students **before** the viewing.
 - (3.) **Conduct at least one screening of “SMASHED” to at least 30 students.**
 - (4.) **Administer the “Immediate Post Viewing” questionnaires** to students **immediately after** viewing the video.

- (5.) **Administer 30-day “Post Viewing” questionnaires** to conduct a 30-day follow-up survey to assess retention of the risk message.
- (6.) (7.) (8.) Conduct **three on-campus peer-led activities (of which, one MUST have a community outreach component)** from the following **suggested ideas:**
- Displays/posters
 - Classroom integration
 - Assembly
 - PA announcements
 - Media class project
 - Computer phone line
 - Newspaper
 - School/campus signage
 - Or a pre-approved activity (by Grant Coordinator)
- (9.) **A package must be submitted by January 14, 2011**, to Grant Coordinator at Southwestern Illinois College including the following materials:
- Surveys (raw data)
 - Survey summary sheet indicating results of change or no change
 - One sample item from each purchase (some exceptions will apply)
 - **PowerPoint presentation CD or DVD**
- (10.) **Each school must present for judging the PowerPoint program on January 25, 2011**, summarizing their campaign activities with the following topics addressed:
- School name and description of student body
 - Approach to designing the campaign and why methods were chosen
 - Examples of work and photos of activities
 - Audiences at school, at home and in the community that were reached
 - What was the outcome? What was achieved?
 - Summary/final comments

ADDITIONAL INFORMATION AND CLARIFICATION OF CONTEST GRANT AND MATERIALS

Each registered school will receive a \$500 grant to help defray the cost of producing the program they present. Proper documentation must be provided for the \$500 given to each school in support of the campaign, including bonafide receipts for all expenditures and detailed explanations of expenses for which no receipt is available. This is due January 25, 2011.

A package of materials with examples of your purchases with your mini grant also should be turned in to enhance your chances of winning the contest. The more the judging panel has to critique, the better. A word document or Excel spreadsheet detailing purchases, PowerPoint disc, examples of

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materials that were purchased and/or produced, questionnaires, raw data, etc. should all be neatly labeled and packaged in a box to be turned in by January 25, 2011.

All of this goes toward judging points in your favor.

THEME AND CONTENTS OF ENTRIES

The overall theme of the contest is **“You Ride, You Decide/It’s a Matter of CHOICE!”** This slogan **MUST** be used in your programming efforts and as part of your presentation. Teams can choose to focus their activities on “safe winter holidays” or “safe winter dance” themes. Entries using profanity, racial/ethnic slurs, slander and hate will be deleted. All entries must support the safe driving messages for this grant. All entries will be reviewed by contest judging panel to determine suitability. All decisions are final.

GRAND PRIZES

The grand prize of \$1,000 will be awarded to the winning high school to continue their efforts of the programming. Second prize is \$800; third, fourth and fifth prizes are \$600 each.

Minimum continuation awards will be given to the other high schools involved in the project to help them continue their efforts in the area of dissuading teens from drinking and driving, riding with a drinking driver, cell phone usage, and distraction driving during the winter holiday season.

JUDGING CRITERIA

The winners will be determined at the sole discretion of the judging panel based on the presentations received from the teams. Entries will be judged and the winning school will be selected based on originality, creativity, compliance with contest theme and suitability of program for students. The decision of the judges is final.

RELEASE OF LIABILITY

By participating in the contest, schools and their team members release presenters as well as their respective advertising and promotional agencies (collectively, the “Releasees”) from any and all liability arising in connection with participation in the contest and acceptance of the prize, including, without limitation, any legal liability or litigation, financial loss or personal injury including damage to or loss of property suffered or incurred or arising from participating in the contest or accepting the prize,

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whether suffered by the prize winner, or by his or her heirs, administrators, personal representatives or executors, and notwithstanding that such injuries or losses may have been caused solely or partly by any act, omission, negligence or gross negligence of any or all of the Releasees.

CONSENT TO COLLECTION AND USE OF ENTRIES AND PERSONAL INFORMATION

All entries shall become the property of sponsors and their advertising, public relations and promotional agencies. The Releasees assume no responsibility for lost, stolen, destroyed or otherwise indecipherable entries due to any failure or technical malfunction of the telephone network, computers, fax machines, online computer systems of equipment, servers, access providers, software, poor reception, technical problems, and failure of any email or mobile submission, human error, or due to any other reason regardless of cause.

By entering the contest, each school and team member, including the prize winner, consents to the use of his or her name, city of residence, photograph, voice, likeness, or image for any publicity and programming purposes, commercial or otherwise, in all media used by sponsors, promoters and their advertising, public relations and promotional agencies, without any payment or compensation.

GENERAL CONDITIONS

All contestants agree to abide by the contest rules, which are subject to change at the sole discretion of presenters. Presenters reserve the right to terminate or withdraw the contest at any time, without prior notice. All contest entrants agree to respect the entry process and the operation of the contest as outlined in these rules and regulations. Presenters may disqualify any contest entrant or person who the presenters believes is tampering with the entry process, or the operation of the contest, to be acting in a disruptive or unsportsmanlike manner, or behaving with the intent to annoy, abuse, threaten or harass any person associated with the contest. Any attempt to deliberately undermine the legitimate operation of a contest is a violation of criminal and civil laws, and should any such attempt be made by a contest entrant or other person, contest sponsors may seek damages or other relief from such contest entrant or other person to the fullest extent permitted by law.

COMPLIANCE WITH LAWS

This contest is governed by the laws of the state of Illinois without reference to its choice of law provisions. This contest is void where prohibited or restricted by law and is subject to all federal, provincial, territorial and municipal laws and regulations of the United States.

SPONSORS

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CHOICE (Choosing Healthy Options Involving Community Education); Southwestern Illinois College, 2500 Carlyle Ave., Belleville, IL 62221; and Illinois Department of Transportation, 2300 S. Dirksen Parkway, Springfield, IL 62764

Timeline Deadlines

October 1, 2010—Operation Teen Safe Driving state grant due in Springfield, IL

October 15, 2010—You Ride, You Decide/It's a Matter of CHOICE! mini grant letter due in SWIC IDOT office

October 1 to November 30, 2010—Brainstorming ideas with sponsor and group of students, nothing due

October 1 to November 30, 2010—SMASHED pre-screening questionnaire, SMASHED viewing, post screening, 30-day post screening and planning of program implementation

December 1 to break, 2010—Implementation of program to student body

January 14, 2011—PowerPoint program explaining three on-campus activities due in SWIC IDOT Office, Career Center, IS1155, 2500 Carlyle Ave., Belleville, IL 62221 to the attention of Dale Zink, Project Director **OR electronically submitted to dale.zink@swic.edu**.

January 25, 2011—Material examples along with three sets of raw data (questionnaires) , word document or Excel spreadsheet explaining expenditures along with receipts (P.O.'s, invoices) handed in at Jan. 25th Banquet—Shrine of Our Lady of the Snows, Belleville

Winners will be announced in February 2010 (specific date and place of announcement TBD).

What the teams, clubs, and/or groups need to do in short and simple terms:

1. Plan your team's campus activities during the months of October and November.
2. Show SMASHED to a minimum of 30 students (more would enhance your project) during the months of October and/or November.
3. Execute your activities from Dec. 1-24, 2010.
4. Hand in PowerPoint by January 14, 2011.
5. Have all other materials ready to hand in by January 25, 2011 **AND** plan ahead with your administrators to have you and your students (up to 7 from each

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school—for most of you an all day field trip) attend our banquet of presentations at the Shrine Restaurant in Belleville, IL